

# A Closer Look

By Ernest Kreiling

**HOLLYWOOD**—“One youngster told about adults urging the family as a unit to watch good educational programs together. This ended up, the youngster said, with father falling asleep, mother wandering off to do some other activity, and the older sister disappearing leaving the two young ones watching the program alone.” This child's astute observa-

tion about the inconsistencies of adults, might provide a little insight into a small part of television's toughest problem, children's toughest problem, children's programming. As TV's toughest problem it represents television's greatest failure to date, a failure based not so much on any massive contribution to creating a nation of delinquents, but on not providing much fare of a stimulating, inspiring, or ennobling nature.

**ALL THREE** networks and hundreds of local stations have tried, and often they have come up with just what the adults ordered—programs worthy of every annual award created. Problem: few people watch them—adults or children.

Psychologists, educators, organized parent groups, and entertainers have all been consulted to help determine what should be good for the kids.

At least one group, however, took an unconventional approach and asked the kids themselves. The Wisconsin Association of the American Council for Better Broadcasts last year sponsored a Children's Film Festival to which 5,000 children were invited to see some of the best entertainment films for children available. The Film Festival was a pilot study of the problems of television programming for children and included many parents and other adults with specific training and specialized interests in children to observe and discuss what they observed.

**THE ASSOCIATION** points out that it was not a scientific study and that no attempt was made to measure the children's reactions. However, it was a worthy undertaking and provided considerable empirical data for the trained observers.

Under the leadership of a child guidance expert one group of 17 youngsters, ages 7 through 10, discussed what they saw and what they wanted in television programs. Children of this age, it was learned, are “more realistic than perhaps their parents are. They don't want to be unduly protected from the tough realities.”

The weakness in “togetherness” watching of uplifting TV programs noted above wasn't the only adult foible to be observed by the youngsters. For example they also brought out

that it's apparently okay for “children to see movies about naughty behavior,” provided that there is some kind of just and appropriate punishment and control brought to bear. However, they also noted that adults like to see movies about “naughty behavior,” but not necessarily when there is any guarantee of just and appropriate punishment.

**OVERALL THE** children made it clear that they wanted excitement, but that they did not want “stereotypes that always let them know in advance what the outcome is going to be.”

# Hollywood Reporter

By Mike Connolly

This column is being written by Mike Connolly's staff while he is on vacation.

**Mike's Thursday Mailbag**  
Dear Mike: A big star like Gregory Peck wins an Oscar and then I never heard of him again. This happens too many times. Do you have an explanation? I've been a fan of his for years.—Evelyn Hollarbach, Fannin, Miss.

John Wayne's movie, “Circus.” Is it going to be made or not?—Billy Lopez, Albuquerque, N. M.

Dear Billy: The final decision isn't in about Wayne doing “Circus” but I can report he's considering two other movies, “Nightrunners of Bengal” and “The Rurales,” the latter with Yul Brynner.

Dear Evelyn: Gregory is far from being counted out. He's just finished a movie with Bobby Darin, “Capt. Newman, M.D.” But more important, after an actor wins an Oscar, he perhaps tries too hard to find the next “perfect” story. Greg is next thinking of doing “Evermore” with Eva Marie Saint.

Dear Mr. Connolly: I saw a remarkable “little” movie the other night and enjoyed it very much. There were no big sets, no ballyhoo, but a movie that had something to say. It was called “David and Lisa.” Can you tell me who made it and if there will be more like it?—Mrs. W. R. Winters, New York City.

Dear Mike: Once in a while I read where people in Hollywood see a sneak preview. What's that all about? And why can't we see them?—Howard Newquist, Lexington, Ky.

Dear Mrs. Winters: The movie was made independently by Frank Perry and his wife. I believe the entire country responded to it. Perry is preparing another film now titled, “Ladybug, Ladybug.” If you know the rhyme, you can probably guess the plot.

Dear Howard: A sneak preview gets audience reaction. And comments from them help the director and producer make any possible corrections. Recently MGM cut 23 minutes out of “Wheeler Dealers” to tighten up the comedy making the laughs come in quicker succession. The producers feel they can get an all-around judgement here and save the expense of “sneaking” a movie at a great distance.

Dear Mike: I don't care what some people say, I'm STILL a fan of Marlon Brando. Why don't they leave him alone? He has talent and I think he'll be one of our all-time greats.—Mr. Frank Whitcomb, Kansas City, Mo.

Dear Mr. Connolly: What do you think of these second generation actors? Are they as good as their parents or are they sliding in on the fame of their parents?—Sue Young, Fargo, N. D.

Dear Mr. Whitcomb: I'm sure Mr. Brando has talent. Arguments usually stem from his attitude or behavior off the movie set. In any event, Marlon's career is still going up. He will start making “Beau Geste” in September.

Dear Sue: The answer is yes and no. For the present I'll only speak of the winners. Robert Walker Jr. has a career laid out for him. He's starting his third movie with more offers than he can handle. Only one movie is released. Another is Peter Fonda who is finishing his second movie before audience reaction is in. I guess the directors can tell in advance.

Dear Mike: I recently saw “PT 109” and thought it a good representation of the book and a worthy story for our movie audience to see about our president.—Lil McGarity, Morgantown, Va.

Dear Mike: I know this will sound funny but I'm the president of Thelma Ritter's fan club and we have a heck of a time finding out what she's doing all the time. Can you help us?—Betty Stevenson, Brooklyn, N. Y.

Dear Lil: Recently I learned pollsters around the country are keeping close tabs on the weekly receipts of “PT 109” for estimates of JFK's current pulling power. And you may be right.

Dear Betty: May I join? I'm a fan, too. Happy to report that Metro wants to sign Thelma for the lead in a TV series called “Min and Bill” based on an old movie Marie Dressler made.

## Hawthorne Group Plans Big Dance

Dear Mike: Your column has told us of so much trouble with

Alumni of Hawthorne High School are invited to attend an alumni meeting at 7:30 p.m. Monday, Aug. 12, in the Hawthorne High School cafeteria. The meeting has been called to discuss plans for the fourth annual dance to be held this fall. All members of the association who are interested in helping are asked to plan on attending this meeting.

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**EGGS**  
LARGE GRADE AA **35¢**  
DOZ. IN CTN.

HUNT'S  
**TOMATO JUICE** 5 **\$1.00**  
46-OZ. CANS

HUNT'S WHOLE UNPEELED  
**APRICOTS** 5 **\$1.00**  
30-OZ. CANS

LIBBY'S SLICED  
**BEETS** 2 **29¢**  
16-OZ. CANS

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**JUICE DRINKS** 4 **\$1.00**  
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MARKET BASKET  
**SHORTENING** 3 **49¢**  
3-LB. CAN

CHICKEN OF THE SEA  
**TUNA** 3 **69¢**  
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JERSEYMAID CATERING  
**ICE CREAM** 1/2-GAL. CTN. **59¢**  
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PRICE INCLUDES 2¢ OFF LABEL  
JERSEYMAID—QT. CTN., 49¢  
**Cottage Cheese** 1 **25¢**  
PT. CTN.

YOUR CHOICE  
**Nabisco Cookies** 4 **43¢**  
DATE NUT, 14-OZ. PKG.; CHIP-ITS, 10 1/2-OZ. PKG.; OR SHORTBREAD, 14-OZ. PKG.

SUNSHINE  
**Krispy Crackers** 1 **29¢**  
1-LB. PKG.

SERVE IT ICED OR HOT  
**Tenderleaf Tea** 4 **53¢**  
PRICE INCLUDES 7¢ OFF LABEL

INSTANT TEA, 2 1/2-OZ. JAR, 99¢  
PRICE INCLUDES 15¢ OFF LABEL

Market Basket  
**Sundries**

SAVE \$1.00 ON GENUINE ONE-A-DAY BOTTLE OF 100 TABLETS  
**MULTIPLE VITAMINS** 1 **\$1.94**  
REG. \$2.94

UNBREAKABLE POLYETHYLENE  
**26-Qt. WASTEBASKET** EACH **89¢**  
ATTRACTIVE BASKET WEAVE FINISH. ASSORTED COLORS.

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**AQUA TEMPO GLASSWARE** 6 **\$1.00**  
15-OZ. COOLER—12-OZ. BEVERAGE—6-OZ. JUICE

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**INSECT BOMB** REGULAR \$1.49 14-OZ. AEROSOL CAN **98¢**  
FOR HOUSE INSECTS AND GARDEN PESTS



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**SWISS STEAK** LB. **59¢**

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**CHUCK STEAK** LB. **39¢**

SHORT CUT  
**RIB STEAK** LB. **79¢**

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**FAMILY STEAK** LB. **79¢**  
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**PLATE BEEF** LB. **15¢** | **GOOD WITH NOODLES**  
**BEEF SHORT RIBS** LB. **35¢**

FRESH CALIFORNIA GROWN, KING SIZED  
**FRYING CHICKEN PARTS**  
LEGS (DRUMSTICKS) LB. **49¢**

**THIGHS** LB. **55¢** | **BREASTS** LB. **59¢**

FRESH  
**GROUND BEEF** LB. **35¢**

FRESH  
**GROUND SHOULDER** LB. **59¢**  
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**BREADED SHRIMP** 1 1/2-LB. BOX **\$1.49**

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**DINNERS** EACH **49¢**

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6-OZ. CANS

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**CORN NIBLETS • BABY PEAS**

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**GREEN BEANS** 3 **\$1.00**  
YOUR CHOICE

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**COCONUT CAKE** EACH **49¢**

HOSTESS DANISH JELLY  
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HORSEMEAT, 15-OZ. CANS, 2 FOR 49¢

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PRICE INCLUDES 10¢ OFF LABEL

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**Margarine** 3 **33¢**  
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PRICE INCLUDES 3¢ OFF LABEL—FEATURED ON KTTV CHANNEL 11

KERN'S —2-LB. JAR  
**Grape Jelly** **45¢**

FOLGER'S  
**Coffee** 1-LB. CAN **59¢**  
2-LB. CAN, \$1.17

3-LB. CAN, \$1.69  
INSTANT COFFEE 10-OZ. JAR, \$1.19

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MARKET BASKET  
**POTATO SALAD** 16-OZ. CTN. **29¢**

OREGON MILD  
**CHEDDAR CHEESE** LB. **59¢**

WOLLMAN CARAWAY, MUIENSTER, JACK, BRICK OR MILD CHEDDAR  
**SLICED CHEESE** 6-OZ. PKG. **29¢**

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